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PM MANAGEMENT CORP.

TO: Tom Humber
FROM: Charlotte Newton
SUBJECT: Columbus visit

On Monday, I met with Mike Pompili, Assistant Commissioner of Health for the city of Columbus, Ohio.

As you know, I visited with Mike to learn more about Columbus's first-in-the-nation study detailing the horrendous economic impact on local municipalities of EPA stormwater regulations.

Mike told me he spent the '60s and early '70s protesting and was very surprised that he has found himself arguing against environmental regulations. He is extremely credible, articulate and committed. His message has touched a nerve and he receives calls daily from other municipalities which support him.

His message is fairly simple: EPA has gone too far in regulating perceived risks and is forcing local governments to pick up the bill. He stresses that he does not want to appear anti-EPA but instead be perceived as an opponent of the process. My thinking is that this makes him all the more credible; in the final analysis, however, the bottom line, unspoken message is anti-EPA. He has been extremely careful to avoid linking up with organizations on the right which seek to use him to communicate an anti-regulation message.

At this point, Mike is still shaping his campaign and messages and I think I was able to offer him some insight into how to communicate them. He was very receptive to broadening his message in order to recruit additional allies. He also offered to make initial contact with others around the country whom we could target for a campaign.

We discussed the possibility of industry funding for his efforts. As long as he can keep arm's length from the funder, he is amenable to discussion and eager to have our support. It must be remembered, however, that this is the Department of Health, so certain care must be taken with funding.

We discussed a number of ways that funding could be made

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available to him. He is most interested in getting his message out and we discussed the possibility of funds being funneled through a third party organization. He expressed willingness to help recruit this organization.

Mike has two upcoming events that we can help publicize. On November 20th, there will be a one-day meeting in Ohio on reducing risks and setting priorities for environmental health initiatives. The meeting is being sponsored by a number of groups including the Ohio Public Health Association and the Ohio Association of Boards of Health. Mike is on a panel to discuss the economic impact study done for Columbus. On December 15th, he will give a similar talk at the annual meeting of the national League of Cities in Las Vegas.

The politics of Columbus are such that any collaboration we undertake with him would have to be cleared by both the mayor (who is a strong supporter of this effort and, by the way, is a retiring lame duck) and the Commissioner for Health, who is also supportive. Mike has said that he needs something on paper which details what we want to do before proceeding too far with this. He does not see a problem in getting their buy-in to our working with him.

Because of budget cuts, he worries that he is operating in a vacuum and expressed a desire to learn more about what is happening regarding environmental issues. As a first step, I have set up monitoring here which will enable me to supply him with a continuing stream of clips and information.

cc: GAuxier

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